



city of
greenville

News Release

CITY ANNOUNCES LINEUPS FOR DOWNTOWN EVENT SERIES

Popular weekly series return to NOMA Square

Greenville, S.C. – The City of Greenville kicks off its Downtown Event Series next week with the season opening nights of Piedmont Natural Gas Downtown Alive presented by Clemson MBA and Greenville Heritage Main Street Fridays presented by Pepsi. The free weekly events return to NOMA Square, offering a season filled with live musical entertainment performed by local and regional touring bands, special events and children's activities.

"Piedmont Natural Gas is excited to partner with Downtown Alive for another year," said Michael Durham, community relations manager for Piedmont Natural Gas. "We're pleased to support these talented musicians as they bring Piedmont Natural Gas and the people of Greenville together to celebrate the spirit of the city. We're looking forward to another summer of great music and great times in downtown Greenville."

The 29th annual Piedmont Natural Gas Downtown Alive presented by Clemson MBA will kick off the first event of the season on March 20 featuring Mac Hobbs and the Social Contracts. The event series serves as the single largest fundraiser for the Metropolitan Arts Council, a local organization providing support and other vital services to individual artists, arts organizations and arts education programs. During its 24-week season, musical entertainment include Outshyne, Shane Pruitt, Benton Blout, The Piedmont Boys, The Whiskey Gentry and Retro Vertigo on the Wild Wing Café Stage.

Greenville Heritage Main Street Fridays presented by Pepsi will debut March 21 at NOMA Square.

The family-friendly 27-week event will feature jazz, blues and beach music each week on the Larkin's Restaurants Stage. Highlighted monthly performances include 5th and York, Steel Toe Stiletto, Chocolate Thunder, Mac Arnold and Plate Full O'Blues and Wanda Johnson. In addition, Greenville Heritage Main Street Fridays will feature the Century BMW Kids' Zone, including inflatables and fun-filled activities for children, such as face painting and arts and crafts. Unlimited children's ride wristbands will be available to purchase for \$12.

"Greenville Heritage FCU is proud to once again partner with the City of Greenville as the title sponsor of the Main Street Fridays concert series," said Alan Berry, president/CEO of Greenville Heritage FCU. "We look forward to our second year as the title sponsor of the City of Greenville's premier live music event, which features 28 wonderful evenings of live music and family fun at NOMA Square on the Hyatt stage. We hope many Upstate residents will join us as we enjoy the best the City has to offer in family entertainment."

Additional Downtown Event Series event partners include Budweiser, the Hyatt Regency Greenville, Entercom, Penske, Clear Channel & MY 102.5, WYFF 4, Fete, the Greenville Journal, Ben Arnold Beverage Company, SC Blue Retail and Oobe.

For a complete entertainment lineup, visit the City's website at events.greenvillesc.gov or follow the events at facebook.com/downtownalive and facebook.com/mainstreetfridays and twitter.com/gvilleevents.